

FAST FASHION

What do we mean by fast fashion?

CAMBRIDGE DICTIONARY

fast fashion : **definition**

noun [U]

JK

/ˌfɑːst ˈfæʃ.ən/ US

/ˌfæst ˈfæʃ.ən/

**clothes that are made and sold cheaply, so
that people can buy new clothes often:**

*Instead of having two seasons, fast fashion gives us new variations on T-shirts
and jeans every week.*

The underwear we sell is about luxury, not fast fashion.



WHAT HAPPENS
TO THE CLOTHES
WE THROW
AWAY?



WHERE DO THESE CLOTHES GO?





Most clothes go
to **landfills**
(places where
trash is buried).

Clothes take
**many years to
break down**

Ghana : Accra



Rifiuti plastici e tessili sulle rive di Accra (Ghana), vicino alla laguna di Korle

Chile : Atacama desert



WHY ARE LANDFILLS BAD?



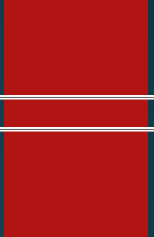
BECAUSE

- ▶ THEY CREATE DIRTY GAS AND WATER
- ▶ THIS POLLUTES THE AIR ,SOIL AND WATER
- ▶ IT CAN MAKE PEOPLE SICK
- ▶ LANDFILLS ARE OFTEN NEAR POOR COMMUNITIES

What About Recycling?

- Only **15% of clothes** are recycled.
- Many are sent to **Africa and Asia**.
- But most are **low quality** and are also thrown away or **burned**, which **pollutes the air**.





▶ ∅ Why Do Some Countries Say "No" to Used Clothes?

- ▶ BECAUSE THERE ARE TOO MANY CLOTHES
- ▶ Most are **cheap and useless**.
- ▶ They cause **pollution and health problems**.
- ▶ Countries like **Rwanda, Kenya, and Uganda** want to **ban used clothes**.

□ What Is the Real Problem?

- ▶ We buy too many clothes.
- ▶ Many are low quality and don't last

PROBLEMS TO SOLVE :

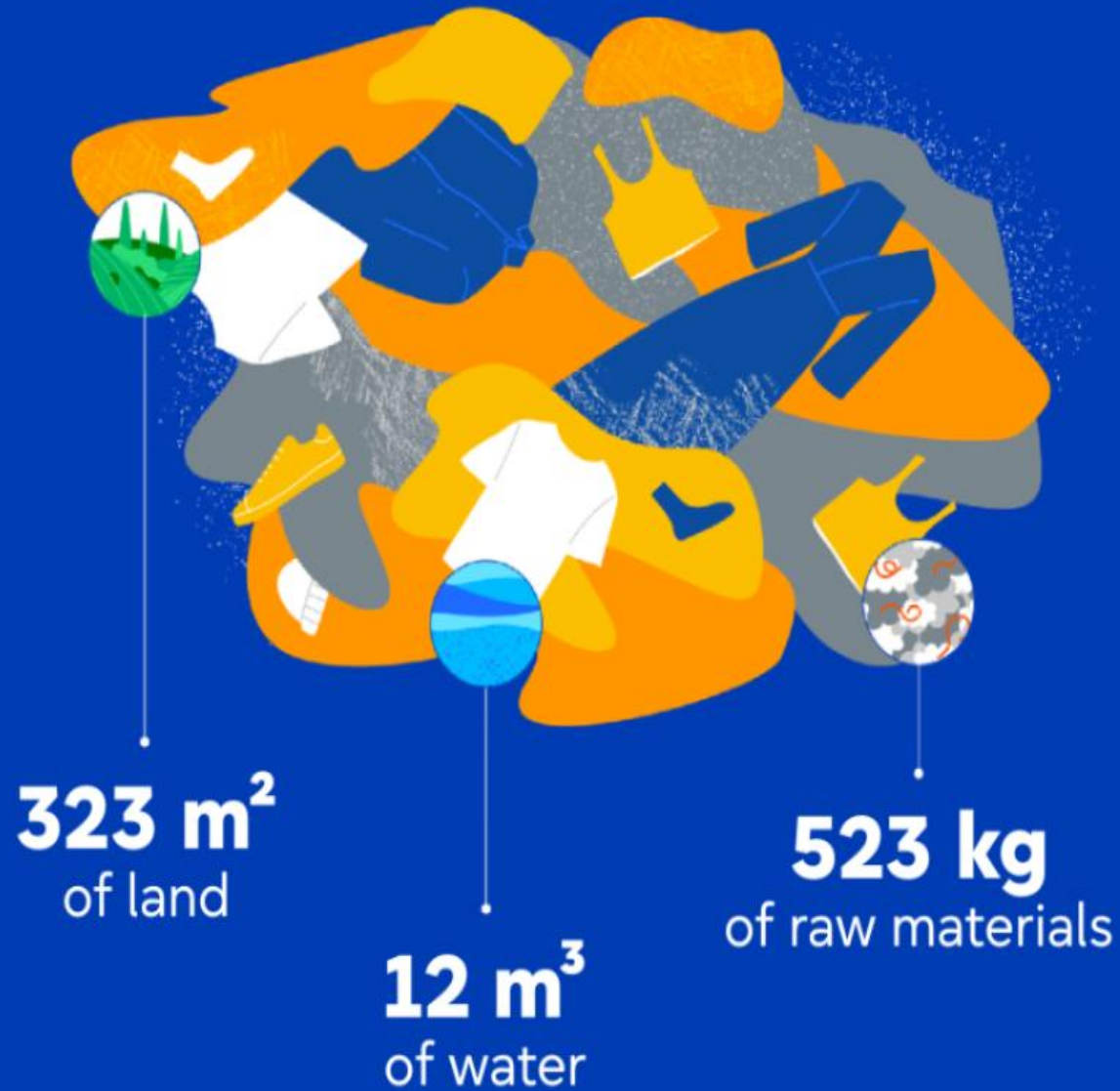
- Cotton , requires a **huge water quantity**
- Technical fabrics (Nylon, Polyester,...) come from **oil and release microplastics !**

► Some dramatic examples:

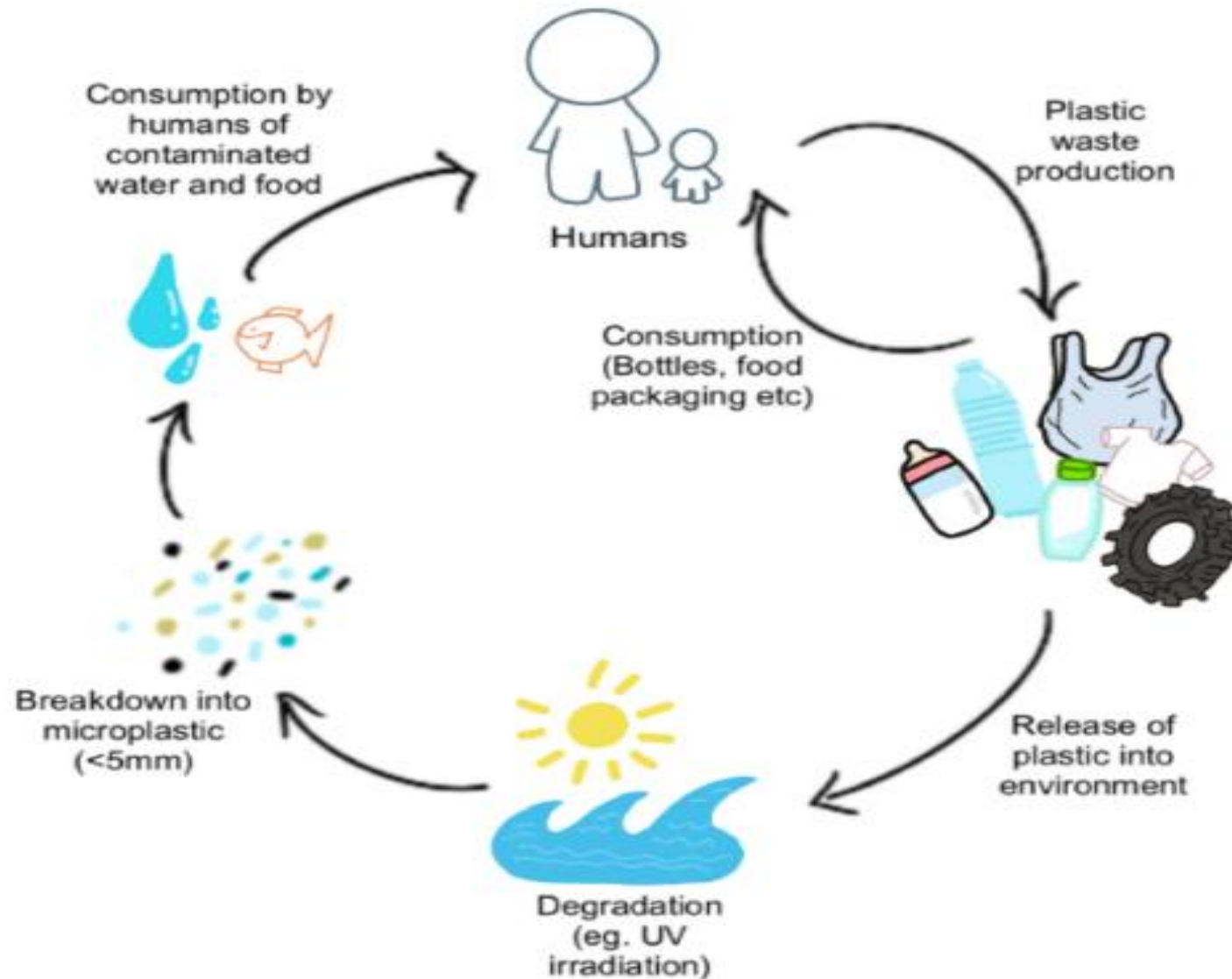
Water consumption:

- | | |
|-------------------|-----------------------|
| ► A T Shirt | 2.700 litres of water |
| ► A pair of jeans | 7.000 litres of water |
| ► A sneaker | 8.000 litres of water |

In 2022, textile consumption per person
in the EU required on average:



The MICROPLASTIC cycle (synthetic fibers)





💡 What Can We Do?

- **Buy fewer clothes**
 - **Choose better quality**
 - **Use clothes longer**

FASHION : EUROPE action plan



Fashion impact:

some good examples to solve the problems

- RIFO'
- ID Eight
- YUOOL
- ARMANI
- sustainable fashion e. commerce

Some good examples : RIFO ‘



WOMAN MAN KIDS HOME ABOUT RECYCLE YOUR CLOTHES BLOG



EACH OF US CAN DO MUCH TO SAVE THE PLANET !



THANK YOU !!